PERMANENT COUNTER CIGARETTE DISPLAY PROGRAM SPECIAL COMPONENT

DESCRIPTION: R.J. Reynolds Display

DELIVERY SOURCE: R.J. Reynolds representative

QUANTITY REQUIRED FOR PLAN-O-GRAM: 1

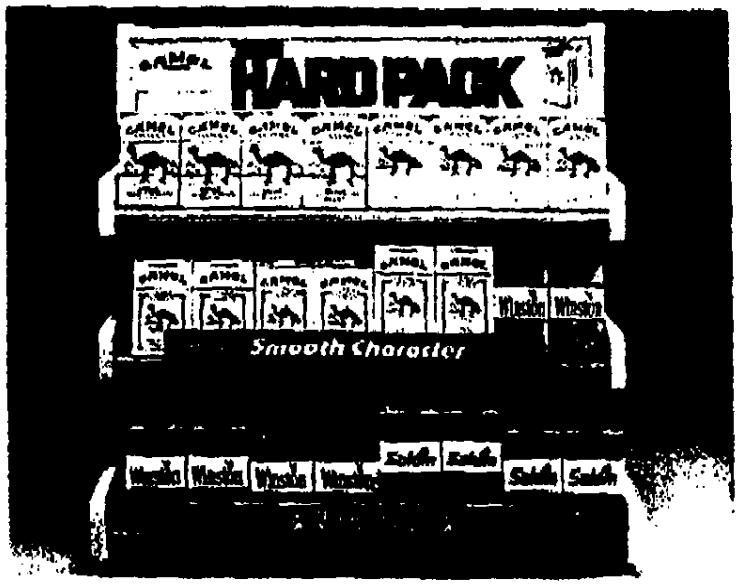
TIME FRAME FOR DISTRIBUTION:

Temporary Display
(The dimensions will match the permanent display pictured below.)

- To begin installation July 1, 1991.
- To be completed by July 28, 1991.

Permanent Display

- Target installation August 18, 1991.
- To be completed by September 8, 1991.



REVISED

R.J. Reynolds Display

This unit displays regular R.J. Reynolds priced cigarettes tying into promotionals. Product placement within the display is the responsibility of the R.J. Reynolds representative. Display maintenance and/or replacement will be provided by local cigarette representative.

R.P. 89

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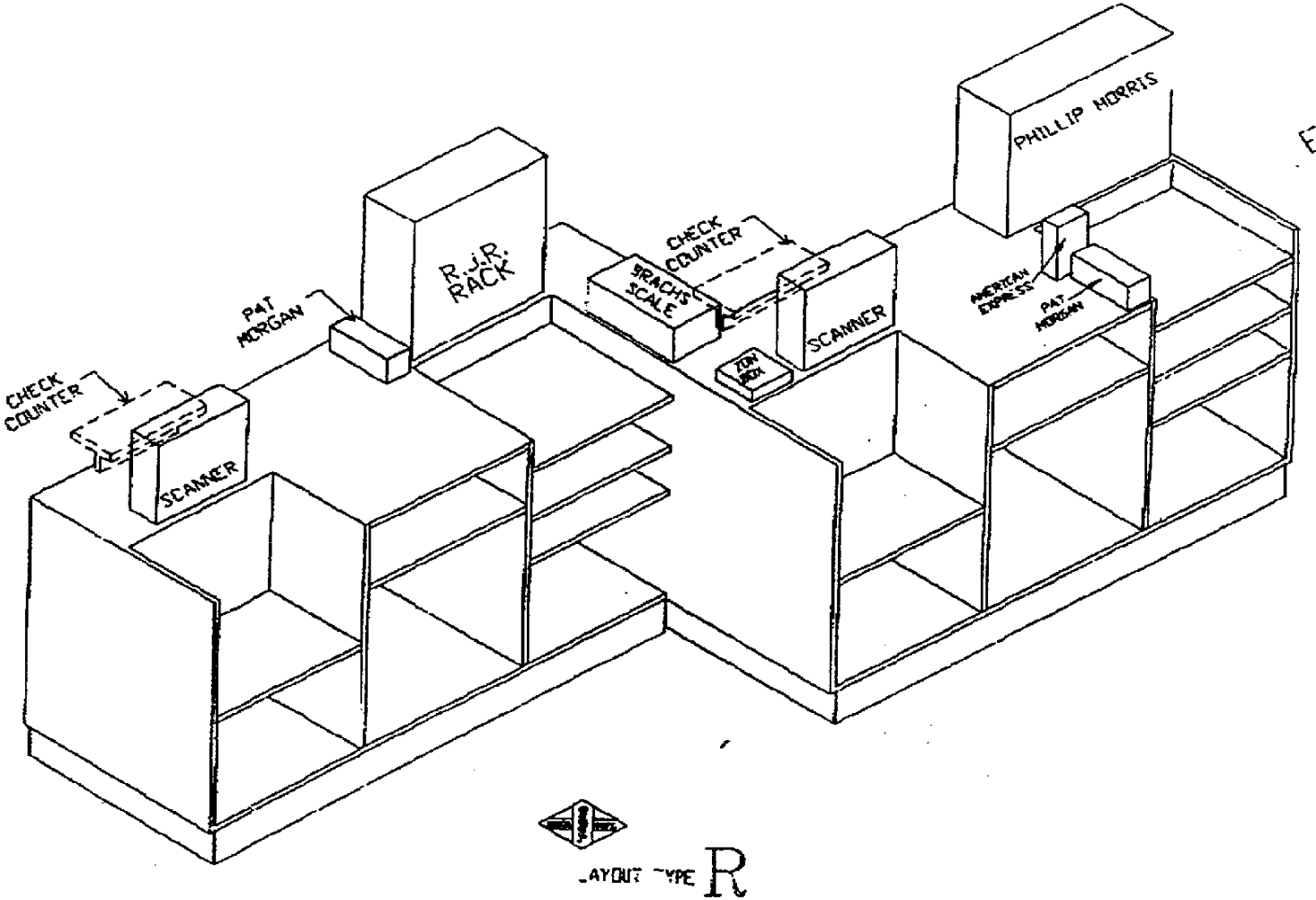
Source: https://www.industrydocuments.ucsf.edu/docs/nspy0000



LAYOUT TYPE R

REF: 89 C

Source: https://www.industrydocuments.ucsf.edu/docs/hsdy0000

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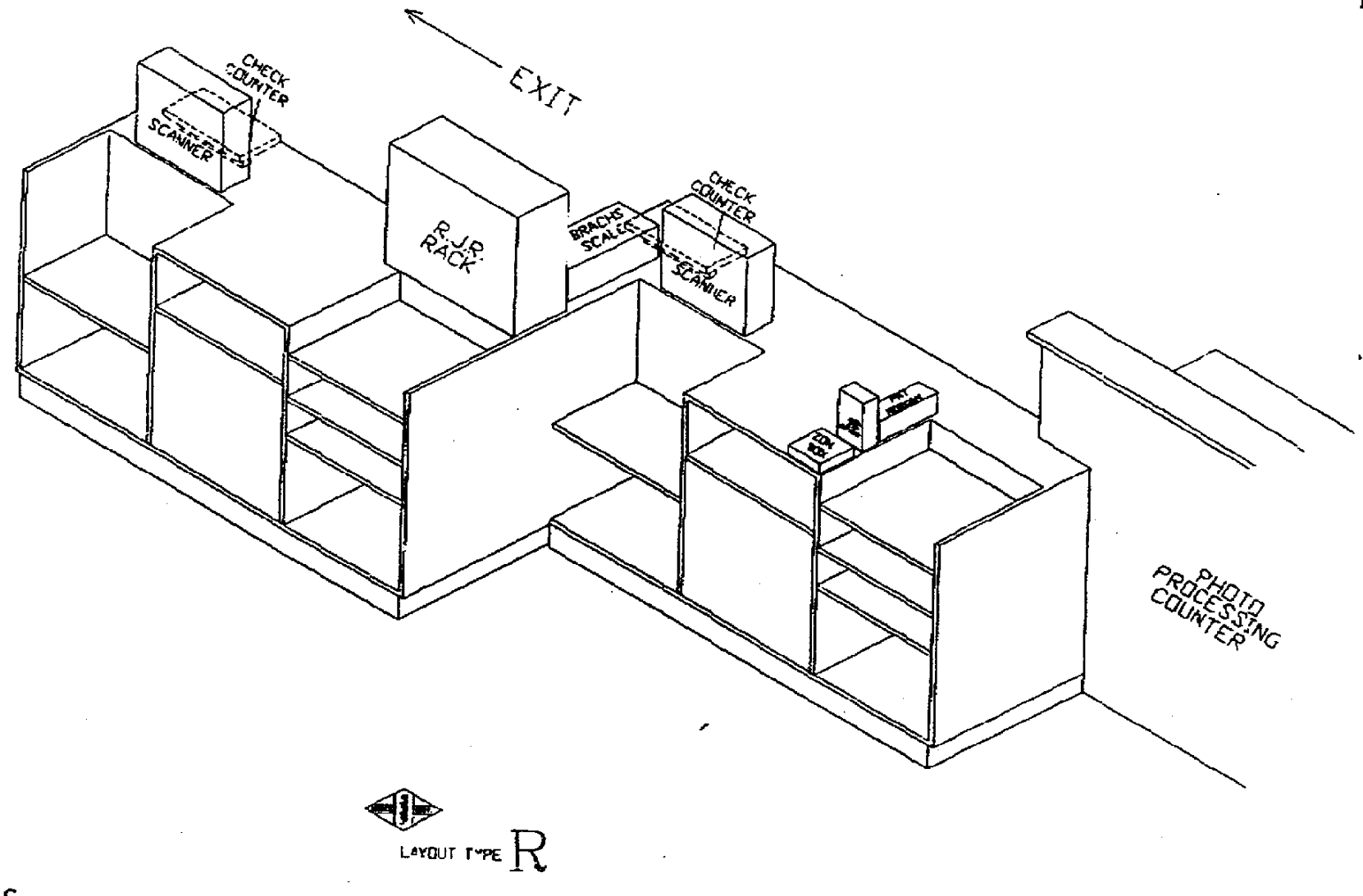

R.P. 89 C

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Source: https://www.industrydocuments.ucsf.edu/docs/nspy0000

L STRIKE REG	CAPRI MEN 100	CAPRI 100	TRUE MEN KS
PALL MALL NON-FIL KS	RALEIGH EX LT KS	BELAIR KS	TRUE MEN 100
PALL MALL NON-FIL KS	RALEIGH EX LT 100	BELAIR 100	TRUE KS
PALL MALL GOLD 100	RALEIGH EX KS	KOOL LT KS	TRUE 100
MISTY EX MEN 100	RALEIGH EX 100	KOOL LT 100	KENT GOLD LT KS
MISTY BX 100	VICEROY KS	KOOL LT 100	KENT GOLD LT100
MISTY FF BX M 100	VICEROY 100	KOOL BX KS	KENT III KS
MISTY FF BX 100	VICEROY LT KS	KOOL MILD KS	KENT III 100
CARLTON MEN 100	VICEROY LT 100	KOOL MILD 100	KENT KS
CARLTON KS	GPC FF KS	KOOL KS	KENT 100
CARLTON BX 100	GPC FF 100	KOOL KS	NEWPORT LT KS
CARLTON 100	GPC MEN LT KS	KOOL 100	NEWPORT SL LT 100
MONTCLAIR LT KS	GPC MEN LT 100	KOOL 100	NEWPORT 100
MONTCLAIR LT 100	GPC LT KS	STYLE LT MEN 100	NEWPORT BX 100
MONTCLAIR KS	GPC LT KS	STYLE LT 100	NEWPORT BOX KS
MONTCLAIR KS	GPC LT 100	STYLE SLIM LT M 100 BX	NEWPORT KS
MONTCLAIR 100	GPC LT 100	STYLE SLIM LT 100	NEWPORT KS

RENCO PROTOTYPE CONCEPT

Springload 11 Ft. - 4 Shelves

Left Side

Top

5/93

51844 7107

Source: https://www.industrydocuments.ucsf.edu/docs/nspy0000

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REVCO PROTOTYPE CONCEPT

Springload 11 Ft. — 4 Shelves

Center

Top

NOW MEN 100	NOW KS	WINSTON LT BX KS	WINSTON SEL SL 100
NOW 100	DORAL LT KS	WINSTON LT KS	WINSTON SEL LT 100
VANTAGE MEN KS	DORAL LT 100	WINSTON UL LT KS	WINSTON SEL LT BX
VANTAGE KS	DORAL LT MEN KS	WINSTON UL LT 100	WINSTON SEL LT KS
VANTAGE 100	DORAL LT MEN 100	WINSTON LT 100	WINSTON SELECT
VANTAGE UL LT KS	DORAL UL LT KS	WINSTON BX KS	WINSTON SELECT BX
VANTAGE UL LT 100	DORAL UL LT 100	WINSTON KS	SALEM LT 100
STERLING SL L M 100	DORAL FF KS	WINSTON KS	SALEM LT BX 100
STERLING SL LT 100	DORAL FF 100	WINSTON 100	SALEM SL LT 100
STERLING UL MEN 100	DORAL FF MEN KS	SALEM KS	SALEM UL LT KS
STERLING UL LT 100	DORAL FF MEN 100	SALEM 100	SALEM UL LT 100
STERLING FF MEN 100	MONARCH UL LT	SALEM LT KS	CAMEL WIDE LT BX
STERLING FF 100	MONARCH UL LT 100	CAMEL FIL BX	CAMEL WIDE F BX
STERLING LT MEN 100	MONARCH MEN LT	CAMEL FIL KS	CAMEL SPC LT KS
STERLING LT 100	MONARCH MEN LT 100	CAMEL LT BX	CAMEL SPC LT BX
MAGNA LT KS	MONARCH LT KS	CAMEL LT KS	CAMEL SPC LT BX 100
MAGNA FF BX KS	MONARCH LT 100	CAMEL LT 100	MORE 120
MAGNA FF KS	MONARCH MEN KS	CAMEL REG	MORE MEN 120

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Source: https://www.industrydocuments.ucsf.edu/docs/nspy0000

RERCO PROTOTYPE CONCEPT

Springload 11 ft. - 4 Shelves

Right Side

Top

TAREYTON KS	MONARCH MEN 100	MARLBORO BX KS	MARLBORO KS
TAREYTON 100	MONARCH KS	MARLBORO BX KS	MARLBORO KS
CHESTER-FIELD REG	MONARCH 100	MARLBORO BX 100	MARLBORO 100
L&M FIL KS	B&H MEN 100	MARLBORO BX 100	MARLBORO 100
MERIT KS	B&H 100	MARLBORO MEN KS	MARLBORO LT KS
MERIT KS	B&H MEN LT 100	MARLBORO LT MEN KS	MARLBORO LT KS
MERIT 100	B&H LT 100	MARLBORO MED KS	MARLBORO LT 100
MERIT UL LT KS	B&H UL LT M100	MARLBORO MED 100	MARLBORO LT 100
MERIT UL LT 100	B&H UL LT 100	MARLBORO MED BX KS	MARLBORO BX LT KS
BASIC KS	CAMBRIDGE KS	MARLBORO MED BX 100	MARLBORO BX LT 100
BASIC 100	CAMBRIDGE 100	VA SLIM MEN 100	VA SLIM 120
BASIC LT KS	CAMBRIDGE ULT 100	VA SLIM 100	VA SLIM MEN 120
BASIC LT 100	CAMBRIDGE LT MEN KS	VA SLIM MEN LT 100	VA SLIM UL L M 100
BASIC LT MEN KS	CAMBRIDGE LT KS	VA SLIM LT 100	VA SLIM UL LT 100
BASIC LT MEN 100	CAMBRIDGE MEN LT 100	ALPINE MEN LT KS	ALPINE MEN LT 100
BASIC UL LT KS	CAMBRIDGE LT 100	BUCKS LT KS	ALPINE MEN KS
BASIC UL LT 100	PARLIAMENT LT 100	BUCKS KS	ALPINE MEN 100

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Source: https://www.industrydocuments.ucsf.edu/docs/nspy0000

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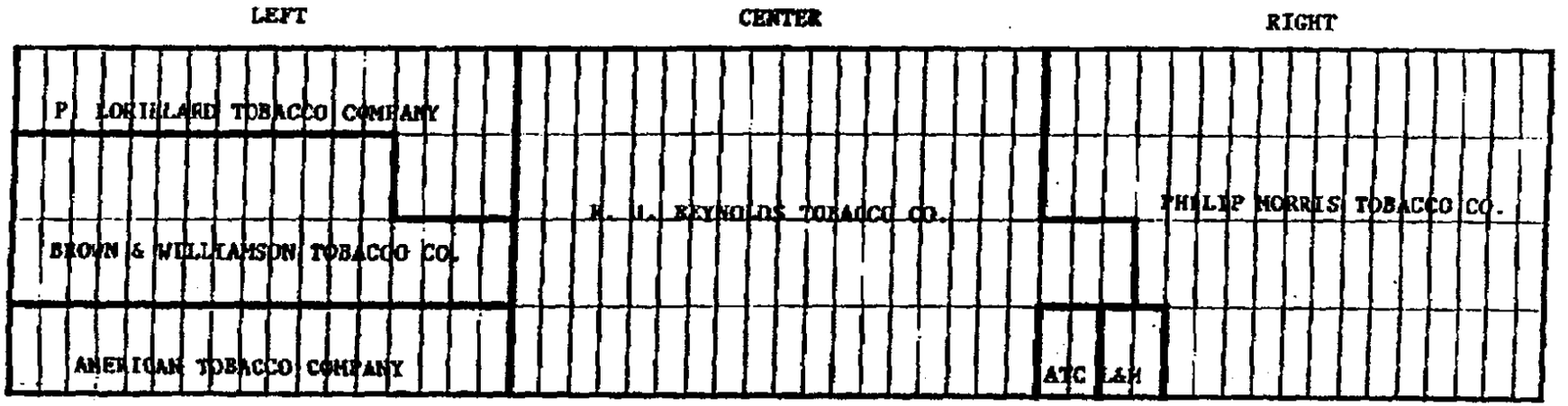
REVCO PROTOTYPE CONCEPT 11 FT. - 4 SHELVES

SPRINGLOAD

TOP

52 CARTRIDGES
x 4 SHELVES =
208 TOTAL



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TAREYTON 100	KENT 100	NEWPORT 100	MARLBORO 100	MONARCH LT 100	MONARCH M L 100
TAREYTON KS	KENT KS	NEWPORT 100	MARLBORO KS	MONARCH LT KS	MONARCH M L KS
CARLTON 100	KENT III 100	NEWPORT KS	MARLBORO KS	MONARCH 100	MONARCH UL KS
CARLTON 100	KENT III KS	NEWPORT KS	MARLBORO BX 100	MONARCH KS	CAMEL REG
CARLTON BX 100	KENT GOLD L 100	NEWPORT KS	MARLBORO BX KS	MONARCH M 100	CAMEL L 100
CARLTON M 100	KENT GOLD L KS	NEWPORT BX 100	MARL BX L 100	MONARCH M KS	CAMEL L KS
CARLTON KS	TRUE 100	NEWPORT BX KS	MARL BX L KS	MONARCH UL 100	CAMEL L BX
CARLTON KS	TRUE KS	NEWPORT L KS	MARLBORO L 100	SALEM UL 100	CAMEL FIL KS
MISTY FF BX 100	TRUE M 100	NEWP SLIM LT100	MARLBORO L KS	SALEM UL KS	CAMEL FIL BX
MISTY FF M BX 100	TRUE M KS	MERIT UL 100	MARLBORO LM KS	SALEM SLIM L 100	CAMEL WIDE BX
MISTY BX 100	STYLE SL L BX100	MERIT 100	MARLBORO M KS	SALEM L BX 100	CAMEL WIDE L BX
MISTY BX M 100	STYLE SLM BX 100	MERIT KS	MARL MED 100	SALEM L 100	CAMEL SP L100BX
PALL MALL 100	STYLE L 100	CAMBRIDGE L 100	MARL MED KS	SALEM L KS	CAMEL SP L BX
PALL MALL NON-F	STYLE LM 100	CAMBRIDGE L 100	MARL MED BX 100	SALEM L KS	CAMEL SP L KS
PALL MALL NON-F	KOOL 100	CAMBRIDGE LM100	MARL MED BX KS	SALEM 100	WINSTON 100
L STRIKE REG	KOOL 100	CAMBRIDGE L KS	VA SLIM 120	SALEM KS	WINSTON KS
MONTCLAIR 100	KOOL KS	CAMBRIDGE LM KS	VA SLIM M 120	SALEM KS	WINSTON BX KS
MONTCLAIR KS	KOOL KS	CAMBRIDGE UL100	VA SLIM UL 100	DORAL FF M 100	WINSTON L 100
MONTCLAIR L100	KOOL MILD 100	CAMBRIDGE 100	VA SLIM ULM 100	DORAL FF M KS	WINSTON LT KS
MONTCLAIR L KS	KOOL MILD KS	CAMBRIDGE KS	VA SLIM L 100	DORAL FF 100	WINSTON L BX KS
MONTCLAIR LM100	KOOL BX KS	ALPINE 100	VA SLIM ML 100	DORAL FF KS	WINSTON UL 100
L&M KS	KOOL L 100	ALPINE KS	VA SLIM 100	DORAL UL 100	WINSTON UL KS
CHESTER N-F KS	KOOL L KS	ALPINE L 100	VA SLIM M 100	DORAL UL KS	WIN SEL SL 100
GPC L 100	BELAIR 100	ALPINE L KS	B&H UL 100	DORAL LM 100	WIN SEL LT 100
GPC L 100	BELAIR KS	BUCKS KS	B&H ULM 100	DORAL LM KS	WIN SEL LT BX
GPC L KS	CAPRI 100	BUCKS LT KS	B&H LT 100	DORAL L 100	WIN SEL LT KS
GPC L KS	CAPRI M 100	PARLIAMENT 100	B&H ML 100	DORAL L KS	WINSTON SELECT
GPC ML 100	VICEROY L 100	BASIC UL 100	B&H 100	STERLING L 100	WINSTON SEL BX
GPC ML 100	VICEROY L KS	BASIC UL KS	B&H M 100	STERLING LM 100	MORE 120
GPC ML KS	VICEROY 100	BASIC LM 100	MAGNA FF KS	STERLING FF 100	MORE M 120
GPC ML KS	VICEROY KS	BASIC LM KS	MAGNA FF BX KS	STERLING FF M100	VANTAGE 100
GPC FF 100	RALEIGH EX 100	BASIC L 100	MAGNA L KS	STERLING UL 100	VANTAGE KS
GPC FF 100	RALEIGH EX KS	BASIC LT KS	NOW 100	STERLING ULM 100	VANTAGE M KS
GPC FF KS	RALEIGH EX L 100	BASIC 100	NOW M 100	STERL SL L 100	VANTAGE UL 100
GPC FF KS	RALEIGH EX LT KS	BASIC KS	NOW KS	STERL SL LM 100	VANTAGE UL KS

(7 FT. PKG. CONCEPT - RIGHT SIDE - CLOSEST TO ENTRANCE)
Top

51844 7111

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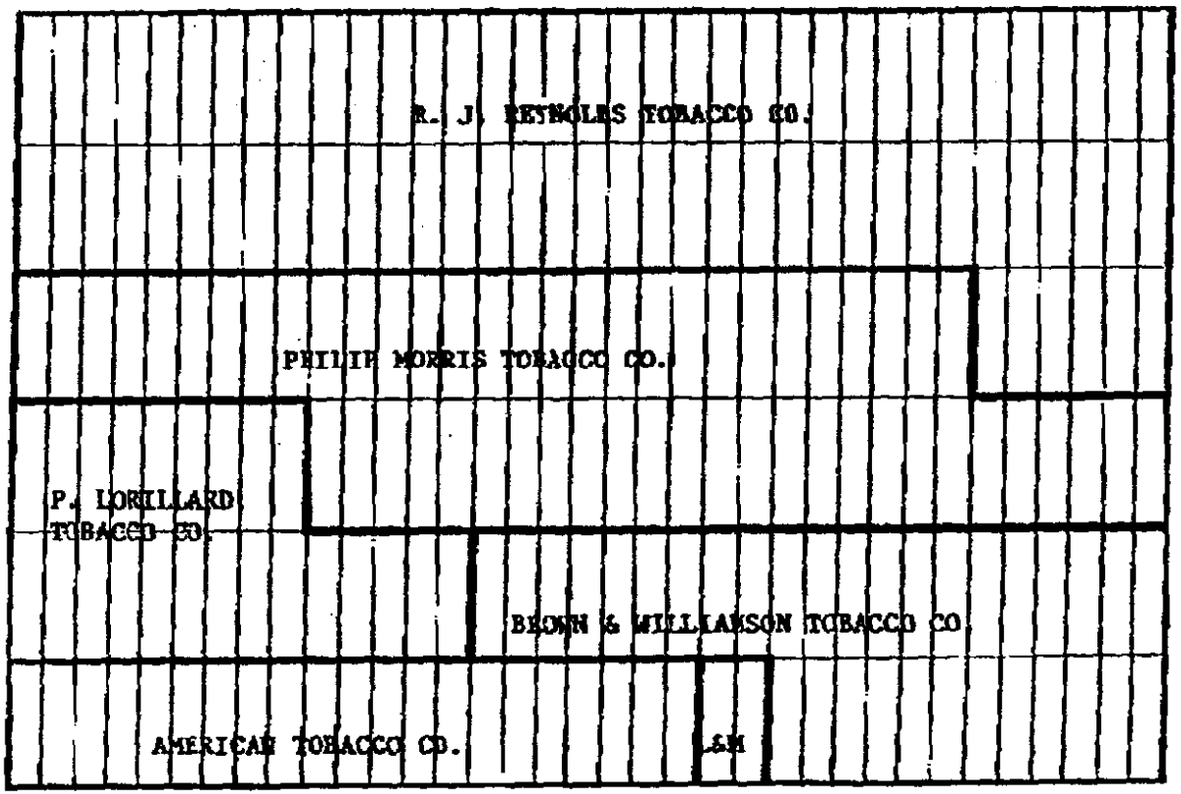
Source: https://www.industrydocuments.ucsf.edu/docs/nspy0000

REVCO - 17 FT. CONCEPT

(7 FT. PKG. CONCEPT - RIGHT SECTION - CLOSEST TO ENTRANCE)

TOP



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04/14/94 15:34

Source: https://www.industrydocuments.ucsf.edu/docs/nspy0000

GPC FF KS	RALEIGH EX L KS	BASIC KS	NOW KS	STERL SL LM 100	VANTAGE UL KS
GPC FF KS	RALEIGH EX L 100	BASIC 100	NOW M 100	STERL SL L 100	VANTAGE UL 100
GPC FF 100	RALEIGH EX KS	BASIC LT KS	NOW 100	STERL ULM 100	VANTAGE M KS
GPC FF 100	RALEIGH EX 100	BASIC LT 100	MAGNA L KS	STERLING UL 100	VANTAGE KS
GPC ML KS	VICEROY KS	BASIC LT M KS	MAGNA FF BX KS	STERLING FF M100	VANTAGE 100
GPC ML KS	VICEROY 100	BASIC LT M 100	MAGNA FF KS	STERLING FF 100	MORE M 120
GPC ML 100	VICEROY L KS	BASIC UL KS	B&H M 100	STERLING LM 100	MORE 120
GPC ML 100	VICEROY L 100	BASIC UL 100	B&H 100	STERLING L 100	WINSTON SEL BX
GPC L KS	CAPRI M 100	PARLIAMENT 100	B&H ML 100	DORAL L KS	WINSTON SELECT
GPC L KS	CAPRI 100	BUCKS L KS	B&H LT 100	DORAL L 100	WIN SEL LT KS
GPC L 100	BELAIR KS	BUCK KS	B&H ULM 100	DORAL LM KS	WIN SEL LT BOX
GPC L 100	BELAIR 100	ALPINE L KS	B&H UL 100	DORAL LM 100	WIN SEL LT 100
CHESTER N-F KS	KOOL L KS	ALPINE L 100	VA SLIM M 100	DORAL UL KS	WIN SEL SL 100
L&M KS	KOOL L 100	ALPINE KS	VA SLIM 100	DORAL UL 100	WINSTON UL KS
MONTC LM 100	KOOL BX KS	ALPINE 100	VA SLIM ML 100	DORAL FF KS	WINSTON UL 100
MONTCLAIR L KS	KOOL MILD KS	CAMBRIDGE KS	VA SLIM L 100	DORAL FF 100	WINSTON L BX KS
MONTCLAIR L 100	KOOL MILD 100	CAMBRIDGE 100	VA SLIM ULM 100	DORAL FF M KS	WINSTON LT KS
MONTCLAIR KS	KOOL KS	CAMBRIDGE UL100	VA SLIM UL 100	DORAL FF M 100	WINSTON L 100
MONTCLAIR 100	KOOL KS	CAMBRIDGE LM KS	VA SLIM M 120	SALEM KS	WINSTON BX KS
L STRIKE REG	KOOL 100	CAMBRIDGE L KS	VA SLIM 120	SALEM KS	WINSTON KS
PALL MALL N-F	KOOL 100	CAMBRIDGE ML100	MARL MED BX KS	SALEM 100	WINSTON 100
PALL MALL N-F	STYLE LM 100	CAMBRIDGE L 100	MARL MED BX 100	SALEM L KS	CAMEL SP LT KS
PALL MALL 100	STYLE L 100	CAMBRIDGE L 100	MARL MED KS	SALEM L KS	CAMEL SP LT BX
MISTY BX M 100	STYLE SL LMS100	MERIT KS	MARL MED 100	SALEM L 100	CAMEL SP L100BX
MISTY BX 100	STYLE SL LBX100	MERIT 100	MARLBORO M KS	SALEM L BX 100	CAMEL WIDE L BX
MISTY FF M BX100	TRUE M KS	MERIT UL 100	MARLBORO LM KS	SALEM SL L 100	CAMEL WIDE BX
MISTY FF BX 100	TRUE M 100	NEWPORT SL L100	MARLBORO L KS	SALEM UL KS	CAMEL FIL BX
CARLTON KS	TRUE KS	NEWPORT L KS	MARLBORO L 100	SALEM UL 100	CAMEL FIL KS
CARLTON KS	TRUE 100	NEWPORT BX KS	MARL BX L KS	MONARCH UL 100	CAMEL L BX
CARLTON M 100	KENT GOLD L KS	NEWPORT BX 100	MARL BX L 100	MONARCH M KS	CAMEL L KS
CARLTON BX 100	KENT GOLD L 100	NEWPORT KS	MARLBORO BX KS	MONARCH M 100	CAMEL L 100
CARLTON 100	KENT III KS	NEWPORT KS	MARLBORO BX100	MONARCH KS	CAMEL REG
CARLTON 100	KENT III 100	NEWPORT KS	MARLBORO KS	MONARCH 100	MONARCH UL KS
TAREYTON KS	KENT KS	NEWPORT 100	MARLBORO KS	mONARCH L KS	MONARCH ML KS
TAREYTON 100	KENT 100	NEWPORT 100	MARLBORO 100	MONARCH L 100	MONARCH ML 100

REVCO - 17 FT. CONCEPT
(7 FT. PKG. CONCEPT - LEFT SIDE - CLOSEST TO ENTRANCE)
top

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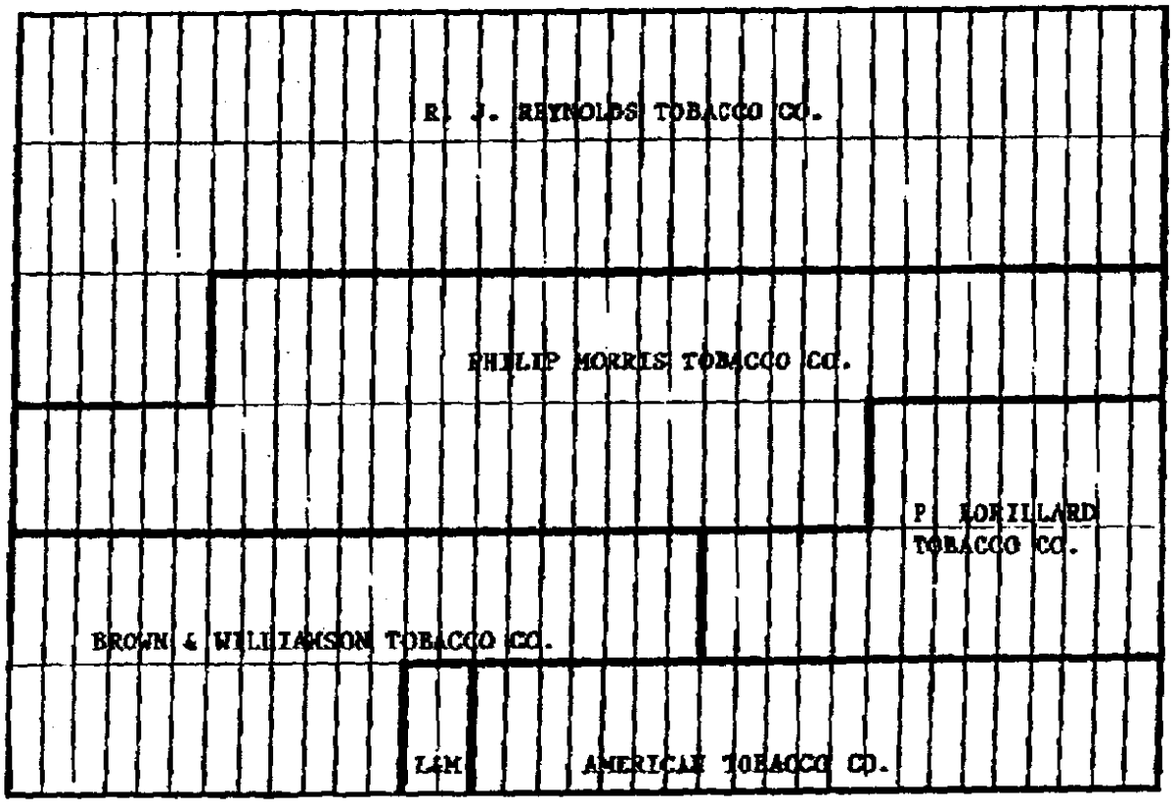
Source: https://www.industrydocuments.ucsf.edu/docs/nspy0000

REVCO - 17 FT. CONCEPT

(7 FT. PKG. CONCEPT - LEFT SECTION - CLOSEST TO ENTRANCE)

TOP



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Source: https://www.industrydocuments.ucsf.edu/docs/nspy0000

VICEROY KS	BELAIR KS	BASIC KS	CAMBRIDGE FF KS	MARLBORO KS	DORAL LT KS	WINSTON SEL BX KS	WINSTON SELECT KS	MONARCH KS
VICEROY 100'S	BELAIR 100'S	BASIC 100'S	CAMBRIDGE FF 100'S	MARLBORO 100'S	DORAL LT 100'S	WINSTON SEL SL 100	WINSTON UL LT KS	MONARCH KS
VICEROY LT KS	GPC FF KS	BASIC LT KS	CAMBRIDGE UL LT 100	MARLBORO BX KS	DORAL LT MEN KS	WINSTON SEL LT 100	WINSTON UL LT 100	MONARCH 100'S
		BASIC LT 100	CAMBRIDGE MEN LT KS	MARLBORO BX 100	DORAL LT MEN 100	WINSTON SEL LT BX	WINSTON LT BX KS	MONARCH 100'S
VICEROY LT 100	GPC FF100	BASIC MEN FT KS	CAMBRIDGE LT KS	MARLBORO MEN KS	DORAL UL LI KS	WINSTON SEL LT KS	WINSTON LT KS	MONARCH LT KS
L. STRIKE REG	GPC MEN LT KS	BASIC MEN LT 100	CAMBRIDGE MEN LT 100	MARLBORO MEN LT KS	DORAL UL LT 100	CAMEL SPC LT KS	WINSTON LT 100	MONARCH LT KS
PALL MALL NON-FIL KS	GPC MEN LT 100	BASIC UL LT KS	CAMBRIDGE LT 100	MARLBORO LT KS	DORAL FF KS	CAMEL SPC LT BX KS	WINSTON KS	MONARCH LT 100'S
PALL MALL GOLD 100	GPC LT KS	BASIC UL LT 100	MERIT KS	MARLBORO LT 100	DORAL FF 100	CAMEL SPC LT BX 100	WINSTON BX KS	MONARCH LT 100'S
MISTY SLIM LT BX 100	GPC LT 100	ALPINE LT 100	MERIT 100	MARLBORO LT BX KS	DORAL FF MEN KS	CAMEL FIL KS	WINSTON 100'S	MONARCH UL LT KS

CARLTON KS	NEWPORT KS	ALPINE KS	MERIT LT KS	MARLBORO LT BX 100	DORAL FF MEN 100	CAMEL LT KS	SALEM KS	MONARCH UL LT KS
CARLTON 100'S	NEWPORT 100'S	ALPINE 100'S	MERIT UL LT 100	MARLBORO MED KS	MAGNA LT KS	CAMEL LT BX	SALEM 100'S	MONARCH UL LT 100'S
		KOOL LT KS	VA SLIM MEN 100'S	MARLBORO MED BX KS	MAGNA FF BX KS	CAMEL LT 100	SALEM LT KS	MONARCH UL LT 100'S
TAREYTON KS	TRUE KS	KOOL LT 100	VA SLIM 100'S	MARLBORO MED 100'S	MAGNA FF KS	CAMEL REG	SALEM LT 100'S	MONARCH MEN KS
TAREYTON 100'S	TRUE 100'S	KOOL BX KS	VA SLIM MEN LT 100	MARLBORO MED BX 100	STERLING SLIM LT 100	VANTAGE KS	SALEM LT BX 100	MONARCH MEN 100'S
CHESTER-FIELD KS	KENT GOLD LT KS	KOOL MILD KS	VA SLIM LT 100	B&H MEN 100	STERLING FF MEN 100	VANTAGE 100'S	SALEM SLIM LT 100	MONARCH MEN LT KS
L&M KS	KENT GOLD LT 100	KOOL MILD 100	VA SLIM UL LT 100	B&H 100'S	STERLING FF 100	VANTAGE UL LT KS	SALEM UL LT KS	MONARCH MEN LT KS
KENT KS	KENT III KS	KOOL KS	B&H UL LT M100	B&H MEN LT 100	STERLING MEN LT 100	VANTAGE UL LT 100	SALEM UL LT 100	MONARCH MEN LT 100
KENT 100'S	KENT III 100'S	KOOL 100'S	B&H UL LT 100	B&H LT 100	STERLING LT 100	NOW KS	NOW 100'S	MONARCH MEN LT 100

RETCO U. S., INC.
FOUR FT. (4') LOOSE PACK CIGARETTE RACK PLAN-O-GRAM
WITH NEW ONE-DRAWER ADD-ONS INCLUDED
MONARCH CIGARETTE DISPLAY

11/93

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